

News Release

Application for New Regional “Green Tourism” Brochure Now Available

By Krista Lemos on Monday, September 26, 2005

Businesses, organizations and farms who wish to market themselves as a “green tourism” destination in northwestern Minnesota can apply to be included in a new brochure being developed for the region. Any entity that is committed to promoting environmental stewardship, economic viability, and social and community responsibility is invited to fill out an application for the “Green Routes” brochure being developed by the Renewing the Countryside (RTC), the UM Northwest Regional Sustainable Development Partnership (NW RSDP), Northwest Regional Development Commission and tourism organizations in the region.

There are three ways to apply. Applications can be obtained from the NW RSDP office at University of Minnesota Crookston by calling 877-854-7737, sending an email to tonwgreenroutes@nature.crk.umn.edu, or applying online at <http://www.morris.umn.edu/services/cst/greenroutes/>.

The deadline for submitting the application is Nov. 21, 2005.

Renewing the Countryside, a non-profit organization based in Minneapolis, has been working with local groups to develop a green tourism initiative in this region. Green tourism directs people to places where they can get locally grown food and locally made products as well as participate in other attractions, such as canoe routes, hiking and biking trails, wildlife viewing areas, art events, and other amenities in an area.

“Green tourism encourages individuals to eat and vacation in ways that support healthy rural communities and encourage other businesses to support local food systems and green business practices,” says Beth Munnich of RTC. “Going green means making a commitment to gradually, continually making your business, home, or institutions economically viable, environmentally sustainable, and socially and culturally responsible,” she added.

Business and organizations that are selected to participate in the Green Routes project will be included in a green tourism brochure and website.

There is no charge for the organizations and businesses to be included in the brochure. Final selection will be determined by a committee of local tourism and environmental advocates.

For more information about the Northwest Minnesota Green Routes project, contact Mary Jo Geldert at nwgreenroutes@nature.crk.umn.edu or Linda Kingery at 877-854-7737. To learn more about Renewing the Countryside or Green Routes, contact Beth Munnich at 1-866-378-0587 or beth@rtcinfo.org.

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